



Am I unbiased?

find out in this week's

BBC

~~BIAS~~

● **Buster**

Choices



BACKGROUND



**YOU'RE INTERVIEWING FOR A DATA-
SCIENCE ROLE AND HR SAYS, 'OUR
RANGE IS \$70 000—\$80 000**

QUESTION ??

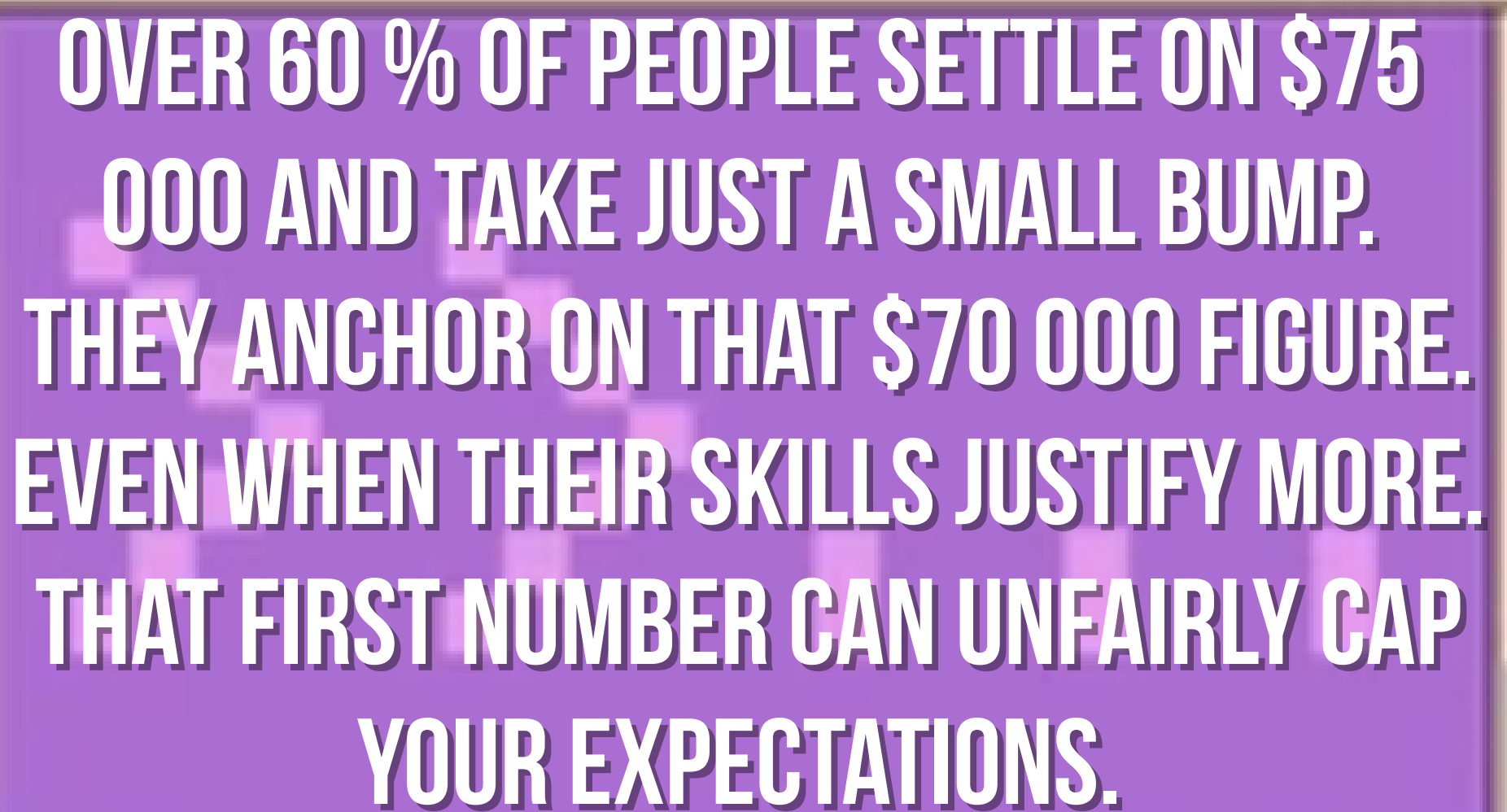
**WHAT ANNUAL SALARY DO YOU
ASK FOR?**

A) 75000\$

B) 85000\$

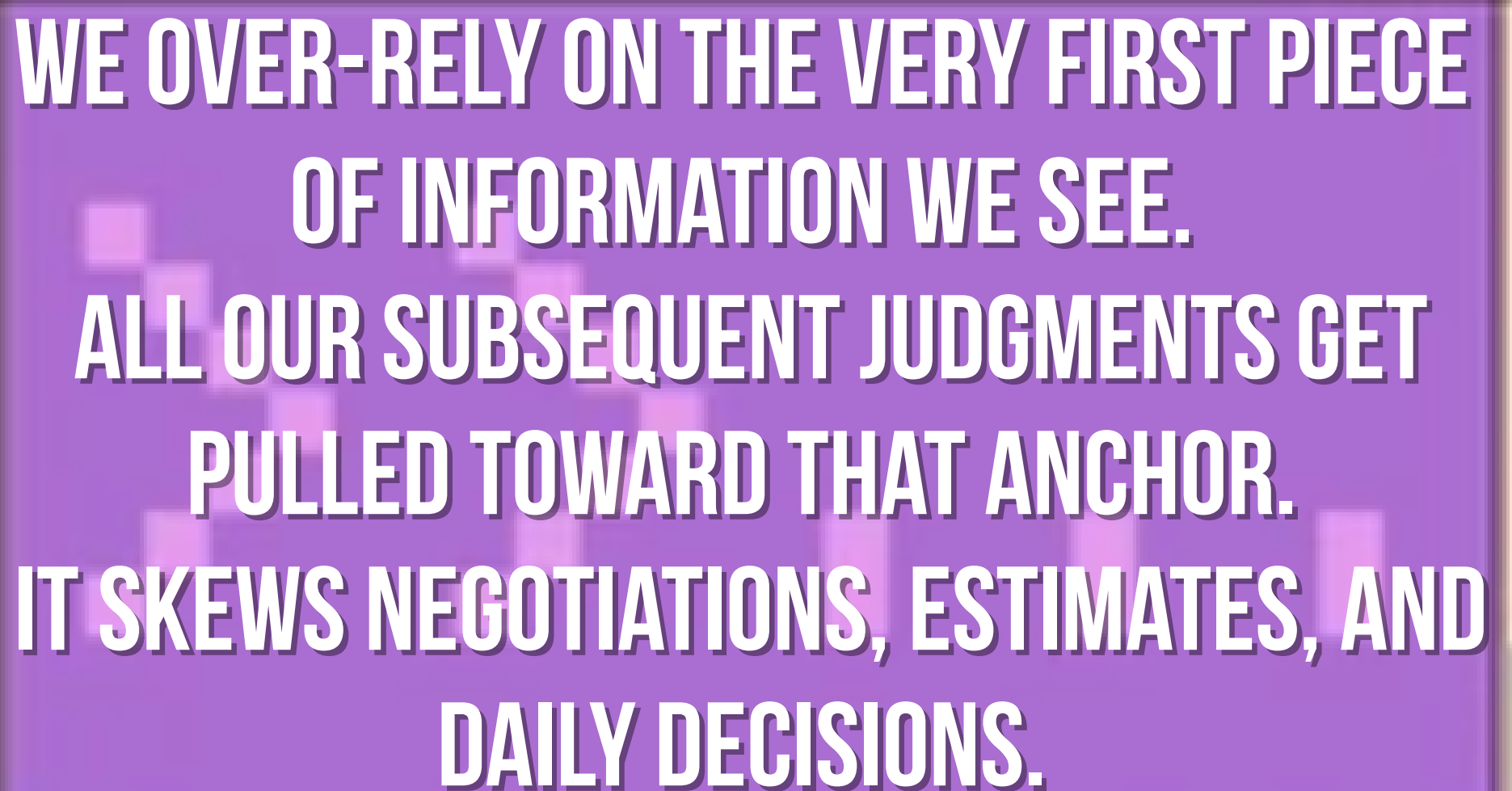
C) 95000\$

PREDICTION



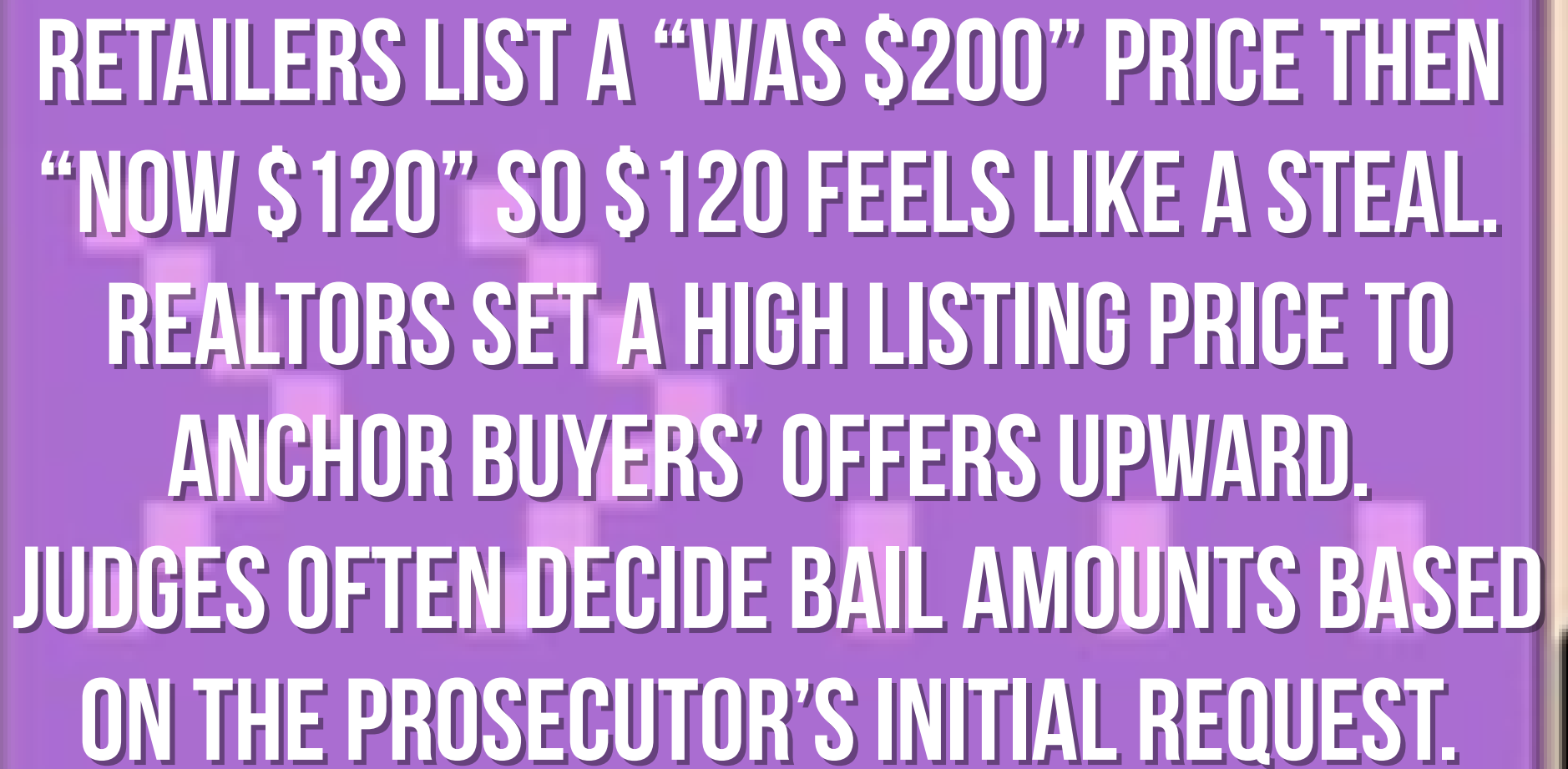
**OVER 60 % OF PEOPLE SETTLE ON \$75
000 AND TAKE JUST A SMALL BUMP.
THEY ANCHOR ON THAT \$70 000 FIGURE.
EVEN WHEN THEIR SKILLS JUSTIFY MORE.
THAT FIRST NUMBER CAN UNFAIRLY CAP
YOUR EXPECTATIONS.**

ANCHOR BIAS



**WE OVER-RELY ON THE VERY FIRST PIECE
OF INFORMATION WE SEE.
ALL OUR SUBSEQUENT JUDGMENTS GET
PULLED TOWARD THAT ANCHOR.
IT SKEWS NEGOTIATIONS, ESTIMATES, AND
DAILY DECISIONS.**

REAL WORLD CASES



**RETAILERS LIST A “WAS \$200” PRICE THEN
“NOW \$120” SO \$120 FEELS LIKE A STEAL.
REALTORS SET A HIGH LISTING PRICE TO
ANCHOR BUYERS’ OFFERS UPWARD.
JUDGES OFTEN DECIDE BAIL AMOUNTS BASED
ON THE PROSECUTOR’S INITIAL REQUEST.**